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# MONTANA

## TRAVEL NEWS

STATE DOCUMENTS

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 5, 1974

### New Montana Film "Revisits" State

A new film on Montana, titled "Montana Revisited", will take viewers along the Lewis and Clark Trail through Montana from border to border and back again.

The film, in production now, is the story of a trip taken by a mid-west school teacher and his family in retracing the Lewis and Clark exploration through Montana. The film incorporates numerous side trips as the family visits various scenic, historic and travel attractions throughout the state. The mother and father roles in the film are being played by Jay and Judy Harding of Helena.

Approximately half of the movie had been filmed by mid-July, with the release date set for early 1975. The 27-minute movie will be distributed to 400 television stations reaching approximately 15 million viewers.

Sponsors for the Montana travel film include the State Advertising Unit, Northwest Airlines and Western Airlines.



THE FILMING CREW takes to the air for a Missouri River scene in the new Montana film MONTANA REVISITED, based on the Lewis and Clark Montana exploration and being filmed now at various Montana locations.



GOVERNOR AND MRS. TOM JUDGE (R) discuss the success of the Montana exhibit with Josephine Brooker (L) of the State Advertising Unit, and John Hanson, the exhibit's executive director, on Montana's Honor Day.

## 650,000 VISIT MONTANA EXHIBIT

An estimated 650,000 visitors toured Montana's Expo '74 exhibit by July's end, according to John Hanson, the exhibit's executive director.

As soon as school summer vacations started, attendance figures zoomed to an average of over 8,000 each weekday and better than 9,000 on weekend dates as more and more family groups toured the fair.

One of the few exhibits with air conditioning, the Montana exhibit is a cool oasis during the northwest summer.

Approximately 10,500 visitors toured Montana's Expo '74 exhibit June 22 — and among them were the more than 1,000 Montanans who gave the International Amphitheater a decided Montana atmosphere at ceremonies celebrating the Big Sky state's Honor Day.

710 Montanans attended the Montana banquet Friday night, June 21, at Spokane's Ridpath Motor Inn.

During the banquet Kitty Quigley, official hostess for the Calgary Stampede and daughter of Helena's Frontier Town creator John Quigley, entertained visiting dignitaries and guests.

The entire Montana Day program was organized and coordinated by Mrs. Blanche Judge, mother of Governor Tom Judge.

The Montana Day schedule of events June 22 included traditional dances by a Blackfeet Indian group from the Browning Reservation and performances by the Missoula grade school all-city band. A selection titled "Tomorrow is Today," written especially for the occasion, was a highlight of the Montana celebration. Performed by sixth, seventh and eighth grade youngsters from Missoula, the music provided a moving accompaniment to an environmental story narrated by Governor Judge.



## FOREIGN PROMOTION BENEFITS MONTANA



**BILLINGS** WAS the first Montana stop for 11 British travel writers, touring the United States as part of a "Visit the USA" tour sponsored by the United States Travel Service. The group visited Billings, Great Falls, Browning, Flathead Lake, Glacier National Park, Kalispell and Missoula on their way to Expo '74 in Spokane.

Accents with a foreign flavor are being heard in Montana lately, and they're all an indication that people from different parts of the world are visiting the Big Sky state.

A group of British travel writers toured Montana during the 4th of July holidays — when all of America celebrated the anniversary of the United States' separation from England. The eleven writers, representing leading British travel publications, toured Billings, Red Lodge, Great Falls, Big Mountain and Glacier National Park, and included a Montana rodeo and a cruise on Flathead Lake as part of their Montana experience.

The group had visited Chicago, St. Louis, Denver and Utah before their arrival in Montana, planned a visit to San Francisco before their return to London, and had scheduled a visit to Expo '74 in Spokane.

A group of 22 Japanese businessmen from Tokyo visited Virginia City July 1 through 3 on a tour sponsored by a Japanese radio station and organized by A.K.K. Associates of Los Angeles, one of the largest professional tour operators, which handles tour groups of Japanese into the United States. Governor Tom Judge has promoted the Japanese travel market both during his trade missions in Japan and with Japanese tour wholesaler groups in Los Angeles.

The upswing in European vacationers is in part a result of Montana's participation in a Pan American Airways campaign conducted this spring, designed to promote a series of Visit USA tours with a special emphasis on visiting the

American West.

Representing Montana in the European promotion was tour operator Bob Stevens of Bozeman. Paying his own expenses, Stevens joined Pan Am officials in a series of appearances in Germany and France.

The travel promotion appearances were coordinated with presentations to the travel trade and newspapers, and with television advertising to the general public. In connection with the promotional appearances, Pan Am distributed a four-color booklet printed in several languages which described the United States travel features and emphasized the attractions of the West.

On his return to the United States, Stevens reported a tremendous enthusiasm in Europe for Montana's national parks and frontier heritage. He added that the promotional effort to increase the flow of visitors to the United States and to the West is "bound to produce results."



**JAPANESE VISITORS** touring Virginia City enjoyed such Montana attractions as panning gold and attending "mellerdrammers." The tour was a pioneering experiment to see if Montana tours would be popular with Japanese visitors, and initial reactions were so successful that additional tours will be booked for coming seasons.

## Western Travel Is Hot Tour Commodity

Experts in the retail package tour business declare that the "western experience is the hottest commodity on the retail market today," according to a recent release from the Old West Trail Foundation.

Response to a marketing technique employed in promoting Old West Trail package tours is supporting the "hot commodity" claim.

The marketing idea, implemented by Scott Warden, Coordinator of the Montana State Advertising Unit, consisted of a return postcard enabling the sender to receive package tour literature. The postcard was included in a special advertising supplement of *Travel Agent* magazine.

Since publication of the *Travel Agent* issue on April 1, the Old West Trail headquarters has reported its facilities "strained to the breaking point" in responding to over 1,100 replies from travel agents requesting in excess of 100,000 pieces of literature.

## Fort Kalispell Western Event

From August 30th through September 2nd, Fort Kalispell's Western Art Gallery will present its annual Art Show and Art Auction.

Included in the scheduled events are displays of Indian artifacts and Western Americana, an art show, and such activities as Fast Draw and Muzzle Loader shooting contests, a square dancing demonstration, Indian dancing (near their encampment) and a mock attack on the "Fort." Persons interested in attending or desiring more information, should contact: Fort Kalispell, P.O. Box 986, Kalispell, Montana 59901 or phone 756-2161.

**MONTANA  
TRAVEL NEWSLETTER**  
published as a report on  
Montana's tourist industry by  
The Advertising Unit of the  
Department of Highways

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The Advertising Unit,  
Department of  
Highways,  
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# MONTANA'S EXPO EXHIBIT POPULAR



A THREE-SCREEN, 480-slide presentation is part of the attractions at Montana's Expo '74 exhibit, and wins high praise from visitors who are interested in "anything Montana."



MONTANA'S EXHIBIT structure at Expo '74 has drawn praise for its design and the wide range of subjects represented in the Montana displays.



GOVERNOR TOM JUDGE shows flair in an impromptu dance staged by entertainer Kitty Quigley (R) during Montana banquet festivities at Expo '74. Performers who were "Ballin' the Jack" were (L to R) Judge, Washington Governor Daniel J. Evans, Expo '74 president King Cole, and former Montana governor Forrest H. Anderson.



THE BACK OF MONTANA'S circular Expo '74 exhibit is as handsome as the front, with over-size enlargements of photographs of representative Montana scenes mounted on the rough cedar paneling of the exhibit's exterior.

A theme song called "Montana!" is catching the attention of fairgoers at Expo '74.

The song attracted the attention of Jim Dullenty, a columnist for the Spokane Daily Chronicle, who devoted his front-page column on June 22 to the Montana exhibit theme song.



## THE EXPOSITOR



by JIM DULLENTY

None of several Expo songs seems to have caught on yet, but there is a song at Expo '74 that is attracting large numbers of fairgoers:

"Montana!"

It serves as theme music for two of the three four-minute slide presentations shown continuously at the Montana pavilion. For Montanans—and for some who wish they were—it is an emotional, refreshing experience. Often, pavilion visitors get downright weepy.

"One girl started crying so hard she had to leave,"

says pavilion director John Hanson.

Pavilion attendants are getting repeated requests for recordings and many persons return again and again just to hear the song.

The recording has an unusual history. It was written by Richard Wilson and sung by Dick Noel, both of Minneapolis, two years ago at the request of the First Bank System, which owns several banks in Montana, to be used in its radio-TV advertising.

The Montana Advertising Department liked it so much it used it as the theme song for its 1973 advertising campaign. Only trouble, word got out it wanted to make it the new state song.

Montana already has a state song and, as one official put it, Montanans are a little sensitive about such things. Editorial writers rushed to the defense of the present song and no one again has dared raise the spectre of a new song.

But even if "Montana!" is not official, it is enjoyable. Its haunting melody and inspired verses capture the mood of "The Big Sky Country" and it creates the aura that stimulates you to want to go there. It lifts you up and sweeps you away to that land called "The Last of the Big Time Splendors."

"Unspoiled, untamed, open and free

"Surrounded by trees and skies,

"Out here the world is somethin' to see."



## Kalispell Discovered By Hollywood Films

The Kalispell area will be the location of a major movie production slated to start filming August 26, according to Scott Warden, coordinator of Montana's Advertising Unit.

The movie, titled "Winter Hawk," will cost an estimated \$1.1 million and is expected to leave about \$700,000 in the Kalispell area.

Warden said that from 500 to 700 Blackfeet Indians will be part of the "Winter Hawk" cast. Charles Pierce is producer of the film and has announced an eight to ten week filming schedule. Production headquarters will be located at the Outlaw Inn in Kalispell.



JEFF BRIDGES (L) and Sam Waterston and a crew of 50 worked on the movie RANCHO DELUXE, filmed on location in Montana and scheduled for release in December.



The movie is the fourth scheduled for Montana location sites this summer. In addition to "Winter Hawk" in the Kalispell area, "Rancho Deluxe" was filmed near Livingston earlier this year and "Chief Joseph and the Nez Perce Indians" will be filmed in August and September.

Warden said the plot of "Winter Hawk" revolves around a Blackfeet Indian after the tribe was ravaged by smallpox in the early 1800's and involves trading furs at a mountain men fur rendezvous.

The movie had been announced for Jackson Hole, Wyoming but was changed to the Kalispell location after Pat Mathews, former Helena public relations employee now working for the state in arranging for movie production locations in Montana, made a presentation of Montana's qualifications for the film.

## Butte Selected for Film Location

According to a last minute release received by the Governor's office, the mining city of Butte has been selected for the location of the new Cyclone Productions film "The Killer Inside Me."

Production crews will arrive in Butte in three to four weeks, with Stacy Keach and Connie Stevens tentatively slated for the leading roles. Filming crews will be on location in Butte for about five weeks and will spend an estimated \$250,000 during their Montana operation.

In the photo above, Bob Weinback (center), producer-director of Cyclone Productions, and John Stefanelli (left), look over Butte with production manager Tom Shaw.

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